

RJ REYNOLDS

TOBACCO COMPANY

**J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR**

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December 1, 1997

E-Mail

**A. LENNON / #1310 PHILADELPHIA
S. VESCHIO / #1710 PITTSBURGH**

Doral Promotions: B2G1F (#800017) and B1G1F (#800018)

Hi Audrey and Shellie:

Based on our Regions working different Doral promotions for February, I have made the following adjustments in BPE (N31) for the above promotions:

ROU	Chain Name	Direct Account	Number of SKUs Per Store	
			Worked by Regions 13XX and 17XX	Worked by Region 16XX
1310	A-Plus	McLane NE	1	0
1310	Hess	McLane NE	1	0
1310	Coastal Mart	McLane NE	2	0
1310	Independent Accts	Jos. Strome	Per Template	0
1710	Country Fair	McLane NE	Per Template	0
1710	Region 16XX Chains and Independents	Fleming/ 276331	0	Per Template

If any other changes or adjustments are required please contact me ASAP as our deadline is Friday, 12/5. Also, per my Voice Mail this date, please '0' out any of your Region chains serviced by McLane NE (#375878) and TripIFOODS (#649920) that have been allocated SKUs for our *Doral B1G1F (#800018)*.

Thanks for your help (this is a 'large' pain!!).

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
L. E. MacWilliams

51852 5587

BPEN82MA

PROMOTION : 800017 DORAL CONV/GAS-B2G1F - FEB '98 PROMOTION SUMMARY REPORT
DRIVE PERIOD: 80200

R. J. REYNOLDS TOBACCO COMPANY
BUSINESS PLANNING AND EXECUTION

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NO OF ACCOUNTS	SKUS	TOTAL		ALLOCATION CASES	ALLOCATION OFFERS
		OFFERS			
16XXXX 16 BUFFALO REGION					
VAP					
CHAIN	1,788	2,009	42,189		
INDEPENDENTS	1,493	2,325	48,825		
VAP TOTAL	3,281	4,334	91,014		
NON-VAP					
CHAIN	94	102	2,142		
INDEPENDENTS	228	270	5,670		
NON-VAP TOTAL	322	372	7,812		
TOTAL CHAINS	1,882	2,111	44,331		
TOTAL INDEPENDENTS	1,721	2,595	54,495	TOT COMMITTED:	98,826
TOTAL ACCOUNTS	3,603	4,706	98,826	TOT REMAINING:	98,826-

51852 5588